

## Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

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R 051704Z APR 76 ZEL VOL ZDK

FM AMEMBASSY QUITO

TO USDOC WASHDC

INFO SECSTATE WASHDC 9667

AMEMBASSY LIMA

AMCONSUL GUAYAQUIL

UNCLAS QUITO 2512

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: INTERAMERICAN CONGRESS OF THE CONSTRUCTION INDUSTRY

1. EMBASSY HAS BEEN ADVISED BY NELSON MURGUEYTIO, PRESIDENT OF INTERAMERICAN FEDERATION OF THE CONSTRUCTION INDUSTRY (WHO IS ALSO PRESIDENT OF THE QUITO CHAMBER OF CONSTRUCTION) THAT QUITO HAS BEEN SELECTED AS THE SITE FOR SUBJECT EVENT, WHICH WILL TAKE PLACE SEPTEMBER 27-30, 1976. THEME OF CONGRESS WILL BE QUOTE THE CONSTRUCTION INDUSTRY IN THE ECONOMIC AND SOCIAL DEVELOPMENT PROCESS IN AMERICA, AND PROJECTIONS FOR THE NEXT DECADE UNQUOTE. ONE OF FIVE TOPICS ON AGENDA IS ENTITLED QUOTE AVAILABLE RESOURCES FOR THE CONSTRUCTION INDUSTRY UNQUOTE; THIS WILL INCLUDE DISCUSSION OF SOURCES OF CONSTRUCTION EQUIPMENT AND MATERIALS AS WELL AS OF FINANCING AND TECHNOLOGY.

2. MURGUEYTIO'S LETTER TO AMBASSADOR REQUESTS THAT WE PUBLICIZE CONGRESS AMONG U.S. CONSTRUCTION COMPANIES; THAT COMPANY REPRESENTATIVES BE PRESENT AND PARTICIPATE (ALTHOUGH HE HAS NOT SPECIFIED WHAT-FORM SUCH PARTICIPATION MIGHT TAKE) AND THAT COMPANIES SEND CATALOGS, FILMS, PROJECT STUDIES AND OTHER USEFUL AIDS WHICH DESCRIBE COMPANIES' ACTUAL AND FUTURE EQUIPMENT AND SERVICES AND CONSTRUCTION METHODS. TOTAL OF SIXTEEN (16) COUNTRIES ARE EXPECTED TO BE REPRESENTED. (FYI: USDOC WILL RECALL THAT EMBASSY DO-IT-YOURSELF CONSTRUCTION EQUIPMENT CATALOG UNCLASSIFIED

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SHOW HELD AT FIRST NATIONAL CONSTRUCTION FAIR IN QUITO,

DECEMBER 1974, WAS IN RESPONSE TO MURGUEYTIO'S REQUEST).

3. COMMENT: WE BELIEVE THAT CONGRESS PROVIDES EXCEPTIONAL OPPORTUNITY FOR SALE OF U.S. EQUIPMENT AND MATERIALS: FIRST, THIS IS ONE OF MAJOR SECTORS TO BE PROMOTED UNDER FY 76 AND 77 CCPS; SECONDLY, CONGRESS WILL BE MADE UP EXCLUSIVELY OF WESTERN HEMISPHERE PRIVATE SECTOR REPS, IN WHICH THERE WOULD BE NO COMPETITION FROM EUROPEAN AND OTHER COUNTRIES; FINALLY, EMBASSY HAS NOT OTHER TRADE EVENTS SCHEDULED FOR EARLY SEPTEMBER AND COULD PROVIDE CLOSE SUPPORT FOR THIS FOUR DAY EVENT.

4. ACTION REQUESTED: USDOC IS ASKED TO PUBLICIZE CONGRESS BY MOST APPROPRIATE MEANS. U.S. FIRMS INTERESTED IN PARTICIPATING IN ANY FORM SHOULD WRITE TO EMBASSY, CARE OF COMATT. SECONDLY, AS USDOC AWARE OUR BUILDING AND CONSTRUCTION CATALOG SHOW WILL TAKE PLACE IN QUITO AND LIMA IN MID-JUNE. WE BELIEVE CONGRESS WOULD BE EXCELLENT OPPORTUNITY TO GET EXTRA MILEAGE FROM THIS SHOW, AND WE COULD EASILY MOUNT SAME SHOW AT CONGRESS SITE. HOWEVER, SINCE PRESENCE OF INDUSTRY EXPERT IS IMPORTANT TO SUCCESSFUL PRESENTATION, WE ASK THAT USDOC PROVIDE FUNDS FOR RETURN OF SAME OR OTHER SPANISH-SPEAKING EXPERT, AND PROCEED WITH RECRUITMENT OF SAME FOR SEPTEMBER SHOW. SIMILAR OPPORTUNITY TO REACH SO MANY INDUSTRY REPS FROM ALL OF LATIN AMERICA MAY NOT PRESENT ITSELF AGAIN. FINALLY, REQUEST THAT USDOC ATTEMPT TO LOCATE APPROPRIATE SPANISH LANGUAGE FILMS ON U.S. CONSTRUCTION INDUSTRY, SHOWING EQUIPMENT, METHODS AND MATERIALS, FOR GENERAL PRESENTATION.  
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